

Station KSNV-TV LAS VEGAS, NV.

Advertiser () .PATRIOT MAJORITY US

Product Issue

Estimate# 1615

Buyer Sarah Levene

Phone#

Fax#

Agency () WATERFRONT STRATEGIES

3050 K ST NW

WASHINGTON, DC 20007

Agency C/P1/P2/E 84/91/1615

Flight Dates 08/15/2012 - 08/22/2012

Hiatus Weeks

Rep Firm

Sales Office () PHILADELPHIA

Salesperson () AMY MCCREARY

Salesperson Phone# 215-568-6540

Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---

SC=*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	W-F,M-TU	5A-6A	WAKE UP WITH THE WAGNERS	:30	\$400.00	08/15-08/21	5	1	5	\$2,000.00	
	2	W,M-TU	5A-6A	WAKE UP WITH THE WAGNERS	:30	\$400.00	08/22-08/28	1	1	1	\$400.00	
	3	W-F,M-TU	6A-7A	WAKE UP WITH THE WAGNERS	:30	\$700.00	08/15-08/21	5	1	5	\$3,500.00	
	4	W,M-TU	6A-7A	WAKE UP WITH THE WAGNERS	:30	\$700.00	08/22-08/28	1	1	1	\$700.00	
	5	W-F,M-TU	7A-9A	TODAY SHOW	:30	\$1,400.00	08/15-08/21	4	1	4	\$5,600.00	
	6	W,M-TU	7A-9A	TODAY SHOW	:30	\$1,400.00	08/22-08/28	1	1	1	\$1,400.00	
	7	SA	7A-9A	SATURDAY TODAY	:30	\$625.00	08/18-08/18	1	1	1	\$625.00	
	8	SU	6A-7A	NEWS 3 AT SUNRISE	:30	\$325.00	08/19-08/19	1	1	1	\$325.00	
	9	SU	9A-930A	NEWS 3 TODAY/WKEND	:30	\$500.00	08/19-08/19	1	1	1	\$500.00	
	10	W-TH,SU-TU	430A-5A	WAKE UP EARLY W/THE WAGNERS	:30	\$200.00	08/15-08/21	3	1	3	\$600.00	
	11	W,M-TU	430A-5A	WAKE UP EARLY W/THE WAGNERS	:30	\$200.00	08/22-08/28	1	1	1	\$200.00	
	12	W-F,M-TU	9A-10A	TODAY SHOW II	:30	\$500.00	08/15-08/21	4	1	4	\$2,000.00	
	13	W-F,M-TU	10A-11A	TODAY SHOW III	:30	\$325.00	08/15-08/21	3	1	3	\$975.00	
	14	W,M-TU	10A-11A	TODAY SHOW III	:30	\$325.00	08/22-08/28	1	1	1	\$325.00	

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Salesperson FAX# 215-568-1845

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	15	W-F,M-TU	11A-12P	RACHEL RAY	:30	\$325.00	08/15-08/21	3	1	3	\$975.00	
	16	W-F,M-TU	12P-1230P	NEWS 3 AT NOON	:30	\$425.00	08/15-08/21	4	1	4	\$1,700.00	
	17	W,M-TU	12P-1230P	NEWS 3 AT NOON	:30	\$425.00	08/22-08/28	1	1	1	\$425.00	
	18	W-F,M-TU	3P-4P	DR. PHIL	:30	\$450.00	08/15-08/21	4	1	4	\$1,800.00	
	19	W-F,M-TU	4P-430P	FIRST NEWS 3 AT FOUR	:30	\$600.00	08/15-08/21	4	1	4	\$2,400.00	
	20	W,M-TU	4P-430P	FIRST NEWS 3 AT FOUR	:30	\$600.00	08/22-08/28	1	1	1	\$600.00	
	21	W-F,M-TU	430P-5P	NEWS 4 AT 430P	:30	\$700.00	08/15-08/21	3	1	3	\$2,100.00	
	22	W-F,M-TU	5P-630P	EARLY NEWS	:30	\$1,000.00	08/15-08/21	5	1	5	\$5,000.00	
	23	W,M-TU	5P-630P	EARLY NEWS	:30	\$1,000.00	08/22-08/28	1	1	1	\$1,000.00	
	24	SA	5P-630P	KSNV EARLY NEWS	:30	\$650.00	08/18-08/18	1	1	1	\$650.00	
	25	W-F,M-TU	630P-7P	JEOPARDY	:30	\$1,000.00	08/15-08/21	4	1	4	\$4,000.00	
	26	W,M-TU	630P-7P	JEOPARDY	:30	\$1,000.00	08/22-08/28	1	1	1	\$1,000.00	
	27	W-F,M-TU	7P-730P	WHEEL OF FORTUNE	:30	\$1,000.00	08/15-08/21	4	1	4	\$4,000.00	
	28	SA	7P-730P	WHEEL OF FORTUNE	:30	\$500.00	08/18-08/18	1	1	1	\$500.00	
	29	TU	8P-10P	AMERICA'S GOT TALENT (O) 8/14-9/4	:30	\$4,000.00	08/21-08/21	1	1	1	\$4,000.00	
	30	W	8P-9P	AMERICA'S GOT TALENT (R) 8/15-9/19	:30	\$2,400.00	08/15-08/15	1	1	1	\$2,400.00	

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	*31	SA	10P-11P	LAW & ORDER: SVU (R)	:30	\$2,000.00	08/18-08/18	1	1	1	\$2,000.00	
		Station Remark: V6 1X NA 8/18 DT PROG CHG - 9-11P IS STARS EARN STRIPES										
	32	W-F,M-TU	11P-1135P	NEWS 3 NIGHTSIDE	:30	\$1,100.00	08/15-08/21	4	1	4	\$4,400.00	
	33	W,M-TU	11P-1135P	NEWS 3 NIGHTSIDE	:30	\$1,100.00	08/22-08/28	1	1	1	\$1,100.00	
	34	SA	11P-1135P	NEWS 3 NIGHTSIDE	:30	\$1,100.00	08/18-08/18	1	1	1	\$1,100.00	
	35	SU	11P-1135P	NEWS 3 NIGHTSIDE	:30	\$1,100.00	08/19-08/19	1	1	1	\$1,100.00	
	36	W-F,M-TU	1135P-1235A	TONIGHT SHOW W/ JAY LENO	:30	\$425.00	08/15-08/21	3	1	3	\$1,275.00	
	37	W,M-TU	1135P-1235A	TONIGHT SHOW W/ JAY LENO	:30	\$425.00	08/22-08/28	1	1	1	\$425.00	
	*38	SA	9P-10P		:30	\$1,300.00	08/18-08/18	1	1	1	\$1,300.00	
		Buyline Comment: NBC PRIME										
		Station Remark: V6 1X NA 8/18 DT PROG CHG - 9-11P STARS EARN STRIPES										
	39	SA	1A-2A		:30	\$200.00	08/18-08/18	1	1	1	\$200.00	
		Buyline Comment: L&O										

---REPORT TOTALS---
Report Totals: 85 / \$64,600.00

---SALES MONTHLY TOTALS---

Aug 12:	74 / \$57,025.00	Sep 12:	11 / \$7,575.00
Sales Totals: 85 / \$64,600.00			

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Station Totals: 85 / \$64,600.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$195,758	CATV	0%	KBLR	0%	KINC	0%	KLAS	12%	KSNV	33%
		KTNV	23%	KTUD	1%	KVCW	3%	KVMY	5%	KVVU	23%
		XXXX	0%								

---COMPETITIVE COMMENTS---

EST SHARES

Books NOV12
Demos RA35+

--- CREDIT RISK ---
CASH IN ADVANCE